

Station KSNV-TV LAS VEGAS, NV.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1407
Buyer Maura Gilroy
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, S#800
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1407
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---
SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$450.00	10/09-10/15	5	1	5	\$2,250.00	
	6	TU-TH,SU-M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	10/09-10/15	4	1	4	\$800.00	
	11	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	10/09-10/15	5	1	5	\$3,500.00	
	16	TU-F,M	7A-9A	TODAY SHOW	:30	\$900.00	10/09-10/15	5	1	5	\$4,500.00	
	21	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	10/13-10/13	1	1	1	\$375.00	
	22	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	10/13-10/13	2	1	2	\$1,250.00	
	23	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	10/14-10/14	1	1	1	\$375.00	
	24	SU	7A-8A	TODAY ON SUNDAY	:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
	25	SU	8A-9A	MEET THE PRESS	:30	\$3,000.00	10/14-10/14	1	1	1	\$3,000.00	
	26	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	27	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$600.00	10/14-10/14	1	1	1	\$600.00	
	28	TU-F,M	9A-10A	TODAY SHOW II	:30	\$425.00	10/09-10/15	5	1	5	\$2,125.00	
	33	TU-F,M	10A-11A	TODAY SHOW III	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00	
	38	TU-F,M	11A-12P	RACHEL RAY	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00	

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	43	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	10/09-10/15	5	1	5	\$2,125.00	
	48	TU-F,M	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00	
	53	TU-F,M	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	10/09-10/15	5	1	5	\$2,125.00	
	54	TU-F,M	2P-3P	THE DOCTORS	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00	
	55	TU-F,M	3P-4P	DR. PHIL	:30	\$450.00	10/09-10/15	5	1	5	\$2,250.00	
	56	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$725.00	10/09-10/15	5	1	5	\$3,625.00	
	57	TU-F,M	430P-5P	NEWS 4 AT 430P	:30	\$725.00	10/09-10/15	5	1	5	\$3,625.00	
	58	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,200.00	10/09-10/15	10	1	10	\$12,000.00	
	59	SA	5P-630P	KSNV EARLY NEWS	:30	\$675.00	10/13-10/13	2	1	2	\$1,350.00	
	60	SA	630P-730P	WH/JEP	:30	\$525.00	10/13-10/13	1	1	1	\$525.00	
	61	TU-F,M	630P-730P	JEOPARDY	:30	\$1,300.00	10/09-10/15	5	1	5	\$6,500.00	
	62	TU-F,M	730P-8P	FACE TO FACE	:30	\$900.00	10/09-10/15	5	1	5	\$4,500.00	
	63	M	8P-10P	THE VOICE	:30	\$4,000.00	10/15-10/15	1	1	1	\$4,000.00	
	67	W	9P-10P	LAW & ORDER	:30	\$4,000.00	10/10-10/10	1	1	1	\$4,000.00	
	68	W	10P-11P	CHICAGO FIRE	:30	\$3,200.00	10/10-10/10	1	1	1	\$3,200.00	
	71	SA	8P-9P	NBC PRIME	:30	\$1,200.00	10/13-10/13	1	1	1	\$1,200.00	

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	73	SU	530P-830P	SUN NT FB	:30	\$10,000.00	10/14-10/14	1	1	1	\$10,000.00	
	74	SU	830P-930P	NEWS AFTER NFL	:30	\$1,800.00	10/14-10/14	1	1	1	\$1,800.00	
	75	SU	10P-11P	LAW & ORDER	:30	\$1,200.00	10/14-10/14	1	1	1	\$1,200.00	
	76	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,200.00	10/09-10/15	5	1	5	\$6,000.00	
	77	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	10/13-10/13	1	1	1	\$1,100.00	
	78	SU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	10/14-10/14	1	1	1	\$1,100.00	
	79	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$500.00	10/09-10/15	5	1	5	\$2,500.00	
	80	TU-F,M	1235A-135A	LATE NIGHT W/JIMMY FALLON	:30	\$250.00	10/09-10/15	5	1	5	\$1,250.00	
	81	TU-F,M	135A-205A	LAST CALL WITH CARSON DALY	:30	\$175.00	10/09-10/15	4	1	4	\$700.00	
	82	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$1,400.00	10/13-10/13	1	1	1	\$1,400.00	
	83	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS	:30	\$400.00	10/14-10/14	1	1	1	\$400.00	

---REPORT TOTALS---
Report Totals: 130 / \$105,000.00

---SALES MONTHLY TOTALS---
Oct 12: 130 / \$105,000.00
Sales Totals: 130 / \$105,000.00

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Station Totals: 130 / \$105,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$375,000	CATV 0%	KBLR 0%	KINC 0%	KLAS 29%	KSNV 28%
		KTNV 18%	KTUD 1%	KVCW 2%	KVMY 5%	KVVU 17%
		XXXX 0%				

---COMPETITIVE COMMENTS---
EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE